



BILLERUDKORSNÄS

Saving Materials with Sustainable Footwear Packaging





Case Study

Learn how a global athletic footwear brand was able to reduce material waste with an updated shoebox design from BillerudKorsnäs Managed Packaging.

A global brand specializing in athletic footwear and apparel turned to BillerudKorsnäs Managed Packaging for help maximising cost savings of their shoebox packaging. This client is one of the largest sporting goods brands in the United States. Their products are primarily manufactured in Asia, and are sold across the world both online and at thousands of partner retail stores. By redesigning their footwear packaging, the company hoped to reduce costs and improve sustainability performance.

CHALLENGE

Initially, the sporting goods brand came to Managed Packaging with the goal of improving overall cost savings for their high-volume footwear lines. In addition, the company was in the midst of setting sustainability goals and were interested to see how a change in packaging could affect their environmental footprint.

The brand's existing footwear packaging was not optimised for material usage, and this inefficient design was driving up production costs. They realised that there may be an opportunity to reduce the cost of each shoebox, but they needed help figuring out what type of optimisations would be the most impactful.



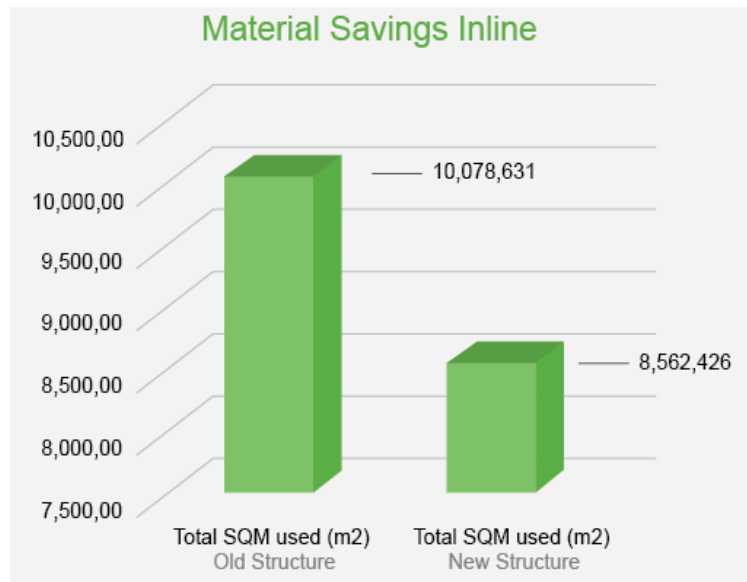


SOLUTION

The Managed Packaging team examined the existing design of the brand's footwear packaging and came up with several new shoebox structures that could reduce the amount of material used. Specifically, they took a look at blank size. In packaging, a blank refers to a piece of corrugated board that has been cut and scored for a box.

In the end, the brand selected a design that reduced blank size for each shoebox, thereby reducing the costs spent on materials.

The outside dimensions of the shoebox did not change, but the new design implemented a locking tab which reduced materials compared to the original design. Overall corrugated material usage was reduced by about 15%—over the course of one year, this adds up to approximately 1.5 million m² of corrugated board saved.



There are many aspects of optimising packaging. It takes an experienced packaging team to uncover the possibilities that will make the biggest difference for your brand.

- Mark Maxwell, BillerudKorsnäs Global Accounts Manager





RESULTS

Even though the changes made to the brand's footwear packaging were relatively minor, the effects were significant. During the course of the first year after implementing the new footwear packaging design, the brand shipped approximately 20 million shoeboxes. This resulted in the following savings:



MATERIAL REDUCTION

1.5 million m² of corrugated materials were saved by reducing the blank size of the shoeboxes by 15%. This is equivalent to the floor of 53,576 40' containers or 283 American football fields.



CARBON FOOTPRINT

The shoebox redesign reduced carbon dioxide emissions in the sourcing and production of the packaging process. Over one year, there were 651 tonnes less CO₂ emitted annually. This is an amount of CO₂ equivalent to 132 trips around the world with a car.



WATER USE

Using less paper resulted in a reduction of total annual water use by 9,726 m³—or 2,569,337 U.S. liquid gallons. This is equal to approximately 778,080 dishwasher runs.



PACKAGING COST

The new packaging structure used fewer materials, enabling the brand to reduce the amount of money spent on footwear packaging. The brand also utilised this shoebox format for other products, resulting in a packaging spend reduction of over 20%.

This sustainable packaging solution shows how even small adjustments to your packaging can have far-reaching benefits for your brand and for the environment. To learn more about how packaging optimisations could drive results for your brand, [get in touch with the Managed Packaging team](#).